

Message Text

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ORIGIN ARA-10

INFO OCT-01 ISO-00 EB-07 COME-00 USIA-15 AGR-10 RSC-01

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DRAFTED BY ARA/EP/E:WSCLARKE
APPROVED BY ARA/EP:SMPRINGLE
ARA/ECP:EMCOHEN (SUBS)
EB/OCA:JFSIMMONS (INFO)
BIC/OCA:FMOLNAR/HLINDOW (SUBS)
USIA/ILA: LESTES (SUBS)

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R 132321Z DEC 74
FM SECSTATE WASHDC
TO AMEMBASSY QUITO
INFO AMCONSUL GUAYAQUIL

UNCLAS STATE 274480

E.O. 11652: N/A
TAGS: BBCP, BEXP, EC
SUBJECT: FY 75 CCP: FIRST QUARTERLY REVIEW
REF: QUITO 7119; GUAYAQUIL 1408

1. WASHINGTON ACTION STAFF REVIEWED ECUADOR COMMERCIAL COUNTRY PROGRAM (CCP) ON 13 DECEMBER AND IS WELL-SATISFIED WITH POST PRESENTATION AND PERFORMANCE TOWARD CCP GOALS. ACTION STAFF CONCURS IN CHANGES NOTED QUITO 7119. CHRONOLOGICAL FORMAT OF CCP USED BY EMBASSY IS WELL-PREPARED AND USEFUL, AND, IN FACT, FOLLOWS FORMAT RECENTLY ADOPTED IN WASHINGTON IN INTER-AGENCY DISCUSSIONS FOR FY 76 AND FY 77 CCP FORMAT.

2. ACTION STAFF LOOKING FORWARD TO RECEIPT OF REPORT ON CATALOG EXHIBIT AND SHOW AT QUITO CONSTRUCTION FAIR (CAMPAIGN NUMBER ONE), WHICH IS NOW IN PROGRESS.

3. BECAUSE AT LEAST NINE MONTHS LEAD-TIME REQUIRED FOR EFFECTIVE PLANNING FOR PARTICIPATION GUAYAQUIL EXHIBITION,
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MARKET SURVEY ON BUSINESS EQUIPMENT (CAMPAIGN NUMBER 2B)

NEEDED IN DEPARTMENT SOONEST. FYI: PRELIMINARY RESULTS
ARTHUR D. LITTLE SURVEY OF GRAPHIC ARTS EQUIPMENT MARKET
RECEIVED AND INDICATE ADEQUATE JUSTIFICATION FOR EXHIBITION.
GUAYAQUIL 1408 DISCUSSED AT MEETING ACTION STAFF AND GROUP
WILL EXPEDITE RESPONSE.

4. MORE PRECISE POST READING NEEDED ON AGRI-BUSINESS
SECTOR. WHAT ARE ACTUAL POSSIBILITIES FOR SALE OF
AGRICULTURAL MACHINERY, FOOD PROCESSING EQUIPMENT AND
TECHNIQUES AND IN WHAT SCALE OF PRIORITIES? SEPTEL BEING
PREPARED ON THIS TOPIC.

5. ACTION STAFF NOTES THAT ALL OTHER CCP PRESENTATIONS
IN ARA CALL FOR POSTS TO SUBMIT QUARTERLY REVIEWS ON
PROGRESS AND PROBLEMS ASSOCIATED WITH CCP ACTIONS AND
CAMPAIGNS. STAFF SUGGESTS THAT POST ADOPT SAME PROCEDURE
BEGINNING AT CLOSE OF SECOND QUARTER.

6. WASHINGTON ACTION STAFF CONSISTS OF ARA/EP - WALTER
CLARKE; ARA/ECP - EDWARD M. COHEN; EB/OCA - JOHN F.
SIMMONS; COMMERCE BIC/OIA - FERENC MOLNAR AND HERBERT
LINDOW; AND USIA/ILA - LARRY ESTES. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 13 DEC 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE274480
Document Source: CORE
Document Unique ID: 00
Drafter: WSCLARKE
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740363-0897
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741235/aaaabdpa.tel
Line Count: 83
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 74 QUITO 7119, 74 GUAYAQUIL 1408
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 25 SEP 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <25 SEP 2002 by ReddocGW>; APPROVED <28 JAN 2003 by MorefiRH>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 75 CCP: FIRST QUARTERLY REVIEW
TAGS: BBGP, BEXP, EC
To: QUITO
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005